

54. (Amended) The method of claim 53, wherein the means of receiving contacts initiated by potential clients and informing said potential clients of locations where tooth whitening services can be obtained through a telephonic connection, a web site, email or written correspondence.

59. (New) The method of claim 40, wherein the whitening gel comprises from about 5% to about 35% hydrogen peroxide.

60. (New) The method of claim 40, wherein the whitening gel comprises from about 3% to about 20% hydrogen peroxide.

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61. (New) The method of claim 40, wherein the whitening gel comprises from about 6% to about 15% hydrogen peroxide.

62. (New) The method of claim 40, wherein the whitening gel comprises an oxidizing compound.

63. (New) The method of claim 62, wherein the oxidizing compound is selected from the group consisting of hydrogen peroxide, carbamide peroxide, calcium peroxide, sodium perborate, potassium persulfate, peracetic acid, metal peroxides, alkali metal percarbonates, and alkali metal perborates.

64. (New) The method of claim 63, wherein the oxidizing compound comprises hydrogen peroxide.

65. (New) The method of claim 63, wherein the oxidizing compound comprises hydrogen peroxide and carbamide peroxide.

66. (New) The method of claim 62, wherein the oxidizing compound comprises a peroxyacid compound.

67. (New) The method of claim 66, wherein the peroxyacid compound is selected from the group consisting of peroxyacetic acid and a peroxyacid precursor compound.

68. (New) The method of claim 67, wherein the peroxyacid precursor compound is selected from the group consisting of glyceryl triacetate, acetylated amino acids, acetylsalicylic acid, and N,N,N',N'-tetraacetyl ethylenediamine, vinyl acetate polymers and copolymers, acetylcholine, and other biologically acceptable acetylated compounds.
69. (New) The method of claim 40, wherein the whitening gel comprises a photosensitizing agent.
70. (New) The method of claim 69, wherein the photosensitizing agent is selected from the group consisting of semiconductor particles, benzophenone derivatives, benzotriazole derivatives, diketones, metal-ligand complexes, and phthalocyanin-metal complexes.
71. (New) The method of claim 70, wherein the photosensitizing agent comprises a semiconductor particles are selected from the group consisting of titanium dioxide and zinc oxide.
72. (New) The method of claim 70, wherein the photosensitizing agent comprises a diketones selected from the group consisting of camphorquinone and benzil.
73. (New) The method of claim 70, wherein the photosensitizing agent comprises a metal-ligand complexes selected from the group consisting of ferric potassium oxalate, manganese gluconate, ethylenediamine tetraacetic acid, diethylenetriamine pentaacetic acid, nitrilotriacetic acid, 1-hydroxyethylidene-1,1-diphosphonic acid, ethylenediamine tetra(methylenephosphonic acid), diethylenetriamine penta(methylenephosphonic acid), sorbitol, xylitol, mannitol, maltitol, and lactitol.
74. (New) The method of claim 40, wherein the whitening gel comprises an oxidizing compound and a photosensitizing agent.
75. (New) The method of claim 74, wherein the oxidizing compound comprises hydrogen peroxide and the photosensitizing agent comprises ethylenediamine tetraacetic acid.
76. (New) The method of claim 40, further comprising the step of treating the teeth with a desensitizing composition after steps (a) and (b) are repeated two to five times.

77. (New) The method of claim 76, wherein the desensitizing composition comprises at least one of potassium nitrate and fluoride.

78. (New) The method of claim 76, wherein the desensitizing composition comprises from about 3% to about 6% potassium nitrate by weight of the composition.

79. (New) A method of providing tooth whitening services to a plurality of clients by one dental professional, which comprises:

- (a) providing a tooth whitening module comprising at least two workstations, each workstation in the module being operated by the dental professional;
- (b) assigning each client to a workstation of the module; and
- (c) having the dental professional administer tooth whitening services to each client in each workstation of the module,

wherein the tooth whitening services comprises the steps of:

- (i) applying a whitening gel to all of the cosmetically visible teeth of the client;
- (ii) applying light to all of the teeth simultaneously for a fixed period of time; and
- (iii) repeating steps (i) and (ii) two to five times.

80. (New) A method of providing tooth whitening services to a plurality of clients by one dental professional, which comprises:

- (a) providing a tooth whitening module comprising at least two workstations, each workstation in the module being operated by the dental professional;
- (b) assigning each client to a workstation of the module; and
- (c) having the dental professional administer tooth whitening services to each client in each workstation of the module,

wherein the tooth whitening services comprises the steps of:

- (i) applying a whitening gel to all of the cosmetically visible teeth of the client;
- (ii) applying light to all of the teeth simultaneously for a fixed period of time of about 15 to about 30 minutes; and
- (iii) repeating steps (i) and (ii) two to five times.

81. (New) A method of providing tooth whitening services to a plurality of clients by one dental professional, which comprises:

- (a) providing a tooth whitening module comprising at least two workstations, each workstation in the module being operated by the dental professional;
- (b) assigning each client to a workstation of the module; and
- (c) having the dental professional administer tooth whitening services to each client in each workstation of the module,

wherein the tooth whitening services comprises the steps of:

- (i) applying a whitening gel to all of the cosmetically visible teeth of the client;
  - (ii) applying light to all of the teeth simultaneously for a fixed period of time of about 20 minutes; and
  - (iii) repeating steps (i) and (ii) three times.
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82. (New) A method of administering tooth whitening services, comprising the steps of:

- (a) applying a whitening gel to all cosmetically visible teeth of a client; and
- (b) applying light to all of the teeth simultaneously for a fixed period of time of about 15 to about 30 minutes, and
- (c) repeating steps (a) and (b) two to five times.

83. (New) A method of administering tooth whitening services, comprising the steps of:

- (a) applying a whitening gel to all cosmetically visible teeth of a client; and
- (b) applying light to all of the teeth simultaneously for a fixed period of time of about 20 minutes, and
- (c) repeating steps (a) and (b) three times.